

Comparisons of Job Characteristics

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 81

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Customer and Personal Service	11.3	18.9	12.3	<<	Extensive education and/or training may be required
Sales and Marketing	5.2	14.0	11.3	<	Expanded education and/or training may be required
Administration and Management	8.4	13.2	2.5	<<	Extensive education and/or training may be required
Personnel and Human Resources	5.6	10.2	1.9	<<	Extensive education and/or training may be required
Economics and Accounting	4.4	7.2	1.7	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 78

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Service Orientation	7.9	10.8	8.7	<	A higher skill level may be required
Management of Personnel Resources	6.9	10.7	4.1	<<	Extensive development of skills in this area may be required
Persuasion	7.4	10.1	11.4	>	Skill level is likely sufficient
Negotiation	6.8	9.9	6.1	<<	Extensive development of skills in this area may be required
Management of Financial Resources	3.3	8.1	1.2	<<	Extensive development of skills in this area may be required

Management of Material Resources	3.7	7.1	1.5	<<	Extensive development of skills in this area may be required
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The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 90			
Focus Occupation: Demonstrators and Product Promoters (41-9011) Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Speech Recognition	9.9	11.5	11.8	0	Current ability level may be sufficient
Fluency of Ideas	7.6	9.1	7.0	<	Some improvement in abilities may be required
Mathematical Reasoning	6.3	9.0	5.3	<<	Extensive improvement in abilities may be required
Number Facility	6.3	8.4	5.1	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 80
Focus Occupation: Demonstrators and Product Promoters (41-9011) Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)		
Work Activities	Exclusivity of Activity	
Access media advertising services	75	
Answer customer or public inquiries	41	
Arrange merchandise display	76	
Conduct sales presentations	75	
Conduct training for personnel	30	
Make presentations	13	
Provide customer service	14	
Write advertising copy	87	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common	Similarity of Focus Occupation to Associated Occupation: 44
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Focus Occupation: Demonstrators and Product Promoters (41-9011)
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Tools and Technologies	Exclusivity
Calculating machines and accessories	3
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.